

FIRST COAST NEWS



A GANNETT COMPANY

	<b>WTLV-TV</b>
Primary AE:	<u>Jim Quinn</u>
Sales Office:	<u>T-PHI</u>
Sales Region:	<u>NAT</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$17,315.00	\$14,717.75	0.00
<b>Totals</b>	50	\$17,315.00	\$14,717.75	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$3,787.66
WCWJ	2%	\$1,082.19
WJXT	33%	\$17,856.09
WJXX	7%	\$3,787.66
WTEV	19%	\$10,280.78

alt

[illegible]



Advertiser:	Soderberg,N/ D/ State Senate
Product Desc:	SODERBERG FOR SENATE
Estimate:	583

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTLV	10/17/12	10/22/12	530a-6a 530a-6a	CM	530a-6a	M-WT---	:30	3	\$450.00	P-1	0.00	NM	0	\$0.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div><div>Week: 10/17/12</div><div>10/23/12</div><div>M-WT---</div><div>3</div><div>\$450.00</div><div>0.00</div></div></div></div>															
<div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div></div><div><div>[CR]</div></div></div>															
N 2	WTLV	10/16/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MT-T---	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div><div>Week: 10/16/12</div><div>10/22/12</div><div>MT-T---</div><div>2</div><div>\$900.00</div><div>0.00</div></div></div></div>															
N 3	WTLV	10/17/12	10/19/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	--W-F--	:30	2	\$950.00	P-1	0.00	NM	0	\$0.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div><div>Week: 10/15/12</div><div>10/21/12</div><div>--W-F--</div><div>2</div><div>\$950.00</div><div>0.00</div></div></div></div>															
<div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div></div><div><div>1 WTLV 10/15/12-10/21/12</div><div>M-F 6-7a</div><div>6a-7a</div><div>(6:30 AM-7:00 A</div><div>--W--F----</div><div>:30</div><div>(\$950.00)</div><div>0.00</div><div>NM</div></div><div><div>Credited</div><div>[CR]</div></div><div><div>2 WTLV 10/15/12-10/21/12</div><div>M-F 6-7a</div><div>6a-7a</div><div>(6:30 AM-7:00 A</div><div>--W--F----</div><div>:30</div><div>(\$950.00)</div><div>0.00</div><div>NM</div></div><div><div>Credited</div><div>[CR]</div></div></div>															
N 4	WTLV	10/16/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div><div>Week: 10/16/12</div><div>10/22/12</div><div>MTWTF--</div><div>4</div><div>\$800.00</div><div>0.00</div></div></div></div>															
N 14	WTLV	10/17/12	10/22/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M-W-F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div><div>Week: 10/17/12</div><div>10/23/12</div><div>M-W-F--</div><div>2</div><div>\$1,000.00</div><div>0.00</div></div></div></div>															
N 16	WTLV	10/18/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M--T---	:30	2	\$1,200.00	P-1	0.00	NM	0	\$0.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div><div>Week: 10/18/12</div><div>10/24/12</div><div>M--T---</div><div>2</div><div>\$1,200.00</div><div>0.00</div></div></div></div>															
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N 17	WTLV	10/22/12	10/22/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$1,400.00	P-1	0.00	NM	0	\$0.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div><div>Week: 10/22/12</div><div>10/28/12</div><div>M-----</div><div>1</div><div>\$1,400.00</div><div>0.00</div></div></div></div>															
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